

Las Vegas Chamber of Commerce Business Voice

A Member Publication

April 2010 | Volume 30 Number 4

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Chamber announces Matt Crosson as new CEO

The Las Vegas Chamber of Commerce Board of Trustees has selected Matt Crosson as the Chamber's new president and CEO. Crosson currently serves as the president of the Long Island Association (LIA), the largest business association in New York with more than 5,000 members.



Matt Crosson

As the Board of Trustees began its search for a new CEO, it was committed to hiring someone with the experience to understand and the know-how to respond to the needs of Chamber members, particularly during these challenging economic times. The Board also wanted a proven leader and a skilled advocate

who would build upon the strong reputation and credibility of the Chamber and capably represent its members and interests. More importantly, the Board looked for someone with long-term vision who works well in collaborative situations given the importance of the Chamber's role in community stewardship as Southern Nevada rebuilds its economy.

"We are very enthusiastic about our choice and believe that Matt Crosson brings exactly the right combination of leadership experience, business and political acumen, and vision to his new role," says Kristin McMillan, chairman of the Board of Trustees. "While we considered several outstanding candidates, including some local candidates, we found Matt to be uniquely qualified and the right fit for the Chamber."

During his tenure as CEO of the LIA, Crosson created and launched many successful projects and initiatives. These programs focused on serving and growing all sizes of

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2010 Business Expo at World Market Center June 23

The Las Vegas Chamber of Commerce is pleased to offer members an exciting new exhibiting venue in 2010 for Business Expo. This year Expo will be at the World Market Center Las Vegas.

World Market Center Las Vegas is an internationally-known showroom and trade complex. The facility boasts more than five million square feet of space across three buildings. The state-of-the-art campus was designed to serve as a unique platform for branding, sales and distribution for both U.S. based and international markets – and now this incredible space will become home to one of the most popular local exhibition shows

for small business, Las Vegas Chamber of Commerce Business Expo.

"Securing World Market Center Las Vegas as our venue for Business Expo is an incredible coup for the Chamber, and provides immeasurable value for our members," explains Vice President, Member Services, Peggy Caspar. "Leading companies from across the globe vie for exhibit space in this magnificent facility, and now we are able to offer this same high-level exhibition venue as an exclusive benefit to Chamber members."

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Kara Kelley bids farewell after fifteen years

By Kara Kelley, president & CEO, Las Vegas Chamber of Commerce

As I depart the Las Vegas Chamber of Commerce as president and CEO at the end of this month, I want to take this opportunity to thank you, our members, and express my appreciation to the Chamber's Board of Trustees, past Chairmen, Board and Council leaders, many volunteers and staff for their continuous support throughout the 15 years I have been with this extraordinary organization.

Serving as your president and CEO has been a great honor. The men and women who own and operate businesses are truly the heroes of our community. You create jobs and economic opportunity that is at the core of our community; you provide benefits that give your employees and their families security and peace of mind; and you contribute significantly to our tax base which supports schools, public safety and other community services upon which we all depend. In short, business is the foundation upon which the community stands.

Many of you have personally shared your successes

and your fears with me. The Chamber is filled with stories of individual entrepreneurs who risked everything – their homes, their nest eggs, their kids' education funds – to have a piece of the American dream. And over the past two years, these odds in the face of economic uncertainty have seemed insurmountable. The Chamber has strived to be a partner with you during this tough economy. As it has for the past 100 years, the Chamber is the resource you can count on during both prosperous and economically-challenging times.

I am optimistic about the future and the opportunities it holds for our economy and our community. At our core, we continue to be one of the most entrepreneurial places in the world. Our success has been built on dreams coupled with hard work and innovation. Las Vegas is about imagination; it is about creativity; it is about embracing opportunity and making your own luck.

The fundamentals of what has made us a center

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Kara Kelley

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The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- Outdated material will not be published.
- Membership dues must be current for submissions to be printed.
- The Chamber reserves the right to make the final edit on all submissions.

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Holland & Hart, LLP April 2010 Patron Award recipient

The Las Vegas Chamber of Commerce is proud to salute Holland & Hart, LLP as the April 2010 recipient of the prestigious Patron Award. A Chamber member since February 2007, Holland & Hart, LLP is being recognized for its innovative concept for the Chamber's Legal Solutions workshops, and for the many hours of legal services donated to helping small business owners navigate difficult waters in 2009. The Patron Awards are sponsored by Global Experience Specialists, GES.

Chamber recognizes Employees of the Month

The following Chamber employees were recognized for their ongoing commitment to providing superior levels of service to Chamber members while contributing to the organization's positive internal team dynamic.

January 2010: Lauren Boitel, Renewal Coordinator. Lauren Boitel successfully engineered and launched the Green Initiative and the Green Roots program and has been with the Chamber since May 2008.

February 2010: Vance Adams, Sr. Account Executive.

Vance Adams is an excellent example of what makes the Chamber successful his hard-work, dedication and relationship building skills are exemplary. Adams has been with the Chamber since December 2003.

March 2010: Nancy Harris, Database Analyst. Nancy Harris created custom advertising contracts, saving time and money. Harris has been with the Chamber since July 2003.

"Principal for a Day" program seeks volunteers

The Las Vegas Chamber of Commerce has partnered with the Clark County School District to recruit business professionals for the 2010 Business and Community Leader "Principal for a Day" program. The program's mission is to foster positive relationships while sharing expertise between business and community leaders and educators.

A debriefing breakfast will provide all parties with an opportunity to dialog with Clark County School District leaders. That event will take place at Northwest Career and Technical Academy on Thursday, May 20, 2010, at 10:00 a.m. For more information on how you can participate, contact the Clark County School District's School-Community Partnership Program office at 702.799.6560.

Chamber's "How To Series" to introduce NEW exporting workshop

Is your business export ready? Is your product or service selling in the U.S.? If so, there is most likely a market for it in another country. If you are not currently selling your product or service overseas, you should consider that, with over 95% of the world's consumers located outside U.S. borders, exporting is one of the best ways to grow your business and develop your product lines. The Chamber has partnered with the U.S. Department of Commerce to bring you two

workshops to help you learn about exporting and using it to grow your business. Andrew Edlefsen currently serves as Director of the U.S. Commercial Service's (USCS) Las Vegas, NV Export Assistance Center. He is the U.S. Department of Commerce's point of contact for Nevada companies with export-related and international business-related questions/needs and provides consulting and facilitates USCS services. Edlefsen has a wealth of experience in international business.

Workshop Dates:

Wednesday, April 14, 2010

Tuesday, April 27, 2010

Complimentary for members, non-Chamber members \$20

Seating is limited for these events, registration is required. See page 16 & 17 for additional details

For more information and to register contact Member Services at 702.641.5822 or visit www.lvchamber.com.

Mark your calendar for May Mixer

When you hear the term "alternative fuel cars" chances are you probably think about sensible, mild-mannered vehicles. Get ready to change your perception of how high-tech and impressive green roadsters can be by attending the Las Vegas Chamber of Commerce May 6 Membership Mixer at Dal Toro's Restaurant and Celebrity Cars in the Palazzo. You'll get a sneak-peek at vehicles including a plug-in hybrid, an electric car, a super high-tech solar powered car, as well as incredible new hydrogen and vegetable oil-powered vehicles. Brands that will be featured include: Fisker, Tesla and Mercedes Benz.

Mixer is open to all Chamber members and features a full hosted bar with a signature "green" cocktail and hors d'oeuvres.

Thursday, May 6

Time: 5:00 - 8:00 p.m.

Location: Dal Toro's Restaurant and Celebrity Cars in the Palazzo

Cost: \$20

Sponsored by: NV Energy

Call 702.641.5822 or visit www.lvchamber.com and click on Event Calendar for more information. ■





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The Chamber commends our state's leaders for working together in a bi-partisan manner to close the budget gap during a time when solutions were very hard to come by.

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Nevada legislators address \$887 million budget shortfall at special session

The Nevada Legislature met in special session February 23 - March 1 to address a shortfall of \$887 million for the budget approved during last year's regular session of the legislature. Productive negotiations led to a compromise solution that combined spending reductions, the sweeping of various unspent special purpose accounts, increases in mining fees, new gaming license fees and fees paid by banks when filing a notice of default, and election to sell in connection with foreclosures. The Chamber commends our state's leaders for working together in a bi-partisan manner to close the budget gap during a time when solutions were very hard to come by.

The need for additional fees and/or taxes on the broader business community was discussed during this session, and business and industry groups were asked to testify on the potential impacts to their respective industries. The Chamber testified before the Nevada State Senate that the business community is under severe economic duress at this time, with most losing money or barely breaking even, and could not afford additional expenses. The Chamber spoke about the recent Modified Business Tax increase passed in 2009 in order to help preserve essential services, while noting that at this time, the business community could not endure another fee or tax increase. Gaming, banking, the Reno-Sparks Chamber, manufacturers and others testified to similar economic challenges.

Several prominent senators, including Majority Leader Steven Horsford and Senator Randolph Townsend, made strong points that the state's tax structure will be carefully re-examined during the 2011 session and that businesses will be expected to participate in necessary restructuring. Comments on the floor would indicate that revenue enhancements, as well as restructuring, will be seriously considered in the future as the state faces what some project to be more than a \$3 billion shortfall.

During the special session, the Chamber also participated in two other pieces of legislation. The Chamber testified in favor of Senate Bill 5 in both the Senate and Assembly. SB 5 is intended to produce at least 10,000 new private sector construction jobs using extensions of two existing revenue sources and eliminating current caps on maximum revenue they can raise. This revenue will now be available to back new transportation construction bonds.

Another critical item added to the legislative agenda was prompted by a recent Nevada Supreme Court decision which called into question the adequacy of our future

water resources and the current Water Resource Plan for Southern Nevada. This propelled decades of water law into turmoil, jeopardizing the future credit and financing for economic growth and revitalization. The Chamber strongly pushed for a complete legislative fix, but because of the concern that interested citizens would not be able to participate in the short session, the Legislature instituted a temporary fix until the law can be changed. Hearings are currently underway with various community stakeholders to address the issue.

Also during the special session, Nevada law was changed to allow student achievement to be part of the teacher performance measurement evaluation process so the state could apply for "Race To The Top" funding. Without the change, Nevada would have been ineligible to apply for these federal funds.

Although changes to local government employee salaries and benefits were not a part of the formal legislative discussions during the special session, the Chamber team took the opportunity to continue dialogue with legislators and potential stakeholders of the continuing need for reform, as clearly shown in recent Chamber-commissioned studies. This work strengthens the foundation for potential progress in the next regular session when the state's financial situation is expected to be even more critical.

The Chamber would like to thank the Legislature for listening to the business community, recognizing the fact that taxes were just recently raised, and finding a way to close the budget gap without additional fees.

The work of the Chamber Government Affairs team in the hallways of the State Legislature or before other bodies of government is made possible in large part due to your support of the Chamber Business Political Action Committee, or BizPAC. While we recognize economic times are tough, we must continue to represent the priorities of the business community to our policy makers. If you are able to, please invest whatever you can in this effort so that we may continue protecting your business before elected officials while you are focused on running your day-to-day operations. To learn more about contributing to BizPAC, visit www.lvchamber.com, click Government Affairs and then the BizPAC invest button.

If you have any questions about legislative developments, other bills or issues discussed during the 26th special session of the Nevada Legislature, please visit: <http://www.leg.state.nv.us/26th2010Special/Reports/> or contact Government Affairs by calling 702.641.5822 or e-mail vmeter@lvchamber.com. ■



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Commercial real estate market offers small business owners new opportunities

As professionals in the commercial real estate industry, we have been asked repeatedly if the current economic conditions are causing small business owners to cancel or delay expansion plans. Small businesses that have weathered the economic storm of 2008 and 2009 have emerged stronger than ever. It is now time for resilient small business owners to shift their focus from survival to identifying and seizing the many opportunities created by a down economy. This “great recession” has created a tremendous opportunity for small business owners to purchase commercial real estate. The primary reasons are:

- Businesses that have weathered the economic hardships of 2008 and 2009 are now more efficient than ever before
- Interest rates are at 30-year lows
- Commercial building prices are at 10-year lows
- A great deal of capital from the Small Business Administration and banks remain available for owner-users who want to buy their own buildings

Despite what most business owners assume, attractive financing opportunities are readily available to small business owners. Businesses that meet job creation or other economic development goals can obtain up to 90 percent financing at fixed rates and preferred terms, making it affordable for most small businesses to purchase an owner-occupied building. The ability to finance 90 percent of the real estate transaction allows the business owner to retain more cash in his or her business in order to meet future working capital requirements.

Owning a building allows a business owner to control occupancy costs over time, avoiding escalating rents, difficult landlords and other risks encountered in leasing. As a result, the business owner has a better idea of what resources will be available for other issues encountered in the normal course of doing business over the long term. Real estate ownership can also provide tax advantages to the small business owner. Owning a building allows the business to establish a presence and identity. Ownership provides a feeling of permanence that gives employees and customers a sense of confidence. This can increase exposure and enhance the reputation of the business in the community.

Many real estate ownership opportunities are opening up for the small business owner, with several master-planned communities seeking to help businesses relocate within their borders to service residents. In recent years, an over-supply of office buildings, industrial parks and shopping centers were built in all areas of the Las Vegas Valley, many of which remain vacant due to the downturn in demand. This is leading to drastically reduced pricing on existing buildings, commercial lots and built-to-suit opportunities in size ranges that most small businesses require.

Even as we hear almost daily reports of massive layoffs at major corporations, small businesses are beginning to bounce back, expand and, most importantly,

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Chamber business delegation meets with decision makers in Washington, DC

The Las Vegas Chamber of Commerce led a delegation of business leaders to the nation's Capital on March 9 and 10 for a fourth consecutive year in order to meet with members of

Congress, Administration officials, chief economists and senior policy advisors on timely issues of key importance to the business community.



Photo L. to R.: Kristin McMillan, Chamber Chairman; Roberto Denis, NV Energy; Mike Bonner, Chamber Chairman-Elect; and Jared Bernstein, Chief Economist and Economic Policy Adviser to Vice President Joseph Biden.



Chamber Business leader delegation meets with Administration officials at the historic Eisenhower Executive Office Building located next to the White House West Wing.



Chamber leaders meet with Congressman Spencer Bachus, Ranking Member of the House Financial Services Committee, about small business lending and other timely issues.

Chamber members discussed important legislative topics to help create a bridge to economic recovery and stimulate job creation, such as small business lending and other financial services. Other top issues discussed included health care and transportation. The Chamber's delegation reiterated its position against the Employee Free Choice Act, which would make union organizing easier and devastating to businesses of all sizes.

In addition to Nevada's Congressional delegation, the group met with U.S. Representative Spencer Bachus, ranking member of the House Committee on Financial Services; the Chief Economist to the Vice President; Chief Economist to the U.S. Committee on Banking, Housing & Urban Affairs; and Majority Senior Policy Advisor of the House Committee on Financial Services.

"The Chamber's annual trip to Washington, DC is an outstanding opportunity for Southern Nevada business leaders to meet directly with lawmakers to advocate for critical policies that will strengthen our economy and spur job creation," says Veronica Meter, vice president of Government Affairs for the Chamber.

Also participating this year were Chamber Chairman Kristin McMillan, Vice President, External Relations, CenturyLink™; Chamber Chairman-Elect Michael Bonner, Shareholder, Greenberg Traurig, LLP; Chamber Immediate Past Chairman and Government Affairs Committee Member Steve Hill, Senior Vice President, CalPortland; Past Chamber Chairman and Government Affairs committee member Jay Kornmayer, Executive Vice President, Wells Fargo Bank; Roberto Denis, Senior Vice President, Energy Delivery, NV Energy; Beth Molburg, President, Chamber Insurance & Benefits, LLC.; Mark Cenicola, President & CEO, BannerView.com and Brian McAnallen, Director Legislative Affairs, CenturyLink™. ■

Chamber's Business Council reinvigorating programs

By Robert Orgill, 2010 Business Council President

First, allow me to say that it is an honor to be the 2010 President of the Las Vegas Chamber of Commerce Business Council. This is a truly great group of individuals with vast talents, ideas, energy and effectiveness at getting a job done.

As I came into my new position this year, I felt that several changes were needed in the Business Council's approach to the programs we help facilitate. With trying economic times upon us, alterations to long-standing and effective programs needed to be developed in order to ensure we are continuing to meet the needs of our members. The Business Council approached this by creating new guidelines for 2010, which are, "Re-Think – Re-Invent – Re-Emerge."

The Business Council is continuing to build on the 2010 Preview Las Vegas theme, "Engage, Evolve, Emerge". As you can see, there is a theme here. The collective goal: developing comprehensive and effective strategies for helping this Chamber and its membership emerge from our current economic difficulties better and stronger for the challenges we have faced.

The Chamber's Business Council has four programs under its guidance:

Business Expo
Business Education Series
Customer Service Excellence
Small Business Excellence Awards

From my personal perspective, Business Expo continues to be the annual event where I have the most "fun." The atmosphere is always electric, and the connections made at this event usually equate to hard dollars for the attendees and the sponsors. This year Expo will be an even more dynamic forum as we encourage members to strengthen their business connections with face-to-face interaction. You can read more about the exciting opportunities connected to Expo on the front page of *The Business Voice*.

The Chamber's Business Education Series continues to be a true asset to our community with the topical, relevant and affordable educational opportunities it offers. The series attracts high-level speakers who are experts in their fields, providing exceptional ready-to-use business strategies. I have attended the last two Business Education Series sessions and have found the events to be energetic and upbeat. I must tell you, being in an optimistic environment while receiving valuable information creates a really good feeling.

Along that same line, I am pleased to say the Chamber's Customer Service Excellence program continues to grow, and is a very successful joint venture with the Las Vegas Convention and Visitors Authority. This program is all about recognizing excellence in service – it costs nothing, yet creates a long-term sense of goodwill among business participants and honorees.

While the Customer Service Excellence program recognizes individual achievement, the Small Business Excellence Awards salutes company-wide

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Vegas PBS achieves highest tier of Chamber's Green Roots program

The Las Vegas Chamber of Commerce proudly announces that Vegas PBS has reached the highest tier of its Green Roots program. Vegas PBS is the first television station in the country to design its facilities to LEED® gold certification standards. Today, Vegas PBS' new Technology Campus is an integrated complex that serves as a digital media facility for Vegas PBS and a Virtual High School for the Clark County School District.

"...Vegas PBS applauds the Las Vegas Chamber of Commerce for encouraging construction and retrofits that are energy efficient, sustainable and environmentally friendly, helping Chamber members save money, become good corporate stewards and contribute to the overall environmental health of Southern Nevada..." says Glenda McCartney, Director of Corporate Communications for Vegas PBS.

Currently, all members of the Green Roots Committee are working toward Tier 1 completion. Comfort Engineering has successfully completed Tier 1; Ecologic Construction is at Tier 2; and the Chamber has achieved Tier 2 designation.

Q&A with Vegas PBS General Manager Tom Axtell

Q: Vegas PBS has clearly gone above and beyond in its efforts to create an environmentally-responsible facility. What were the key motivating factors for this undertaking?

A: "During the planning phase of our capital campaign, the Vegas PBS Board decided to build a building that would lower operating costs. As an energy-intensive consumer, television budgets are profoundly affected by energy costs and disposal of hazardous materials found in used electronic components. We wanted to do the 'right thing' environmentally, but to do so in a financially prudent manner. Our research began with the LEED® application. It quantifies return on investment for each 'green' aspect of the facility. This approach allowed us to explain to donors why spending slightly more on initial construction would yield large future savings and make us a more efficient business. We learned along the way of studies showing large decreases in employee absenteeism in building environments with lots of natural light and low off-gassing building materials and furnishings. We decided to aggressively adopt such practices to lower health care costs, increase productivity and build employee morale and loyalty."

Q: What were the most challenging aspects of your

certification efforts?

A: "Some of the sub-contractor employees on the building were unfamiliar with the procedures specified for green buildings and required on-site tutoring by our general contractor. Several manufacturers who claimed to offer green-certified materials in their sales brochures, did not, in fact, have such products, which required adjustments in purchasing and delivery schedules."

Q: What kind of response are you getting from the community for your efforts?

A: "As a not-for-profit corporation, Vegas PBS secured funds for the building from local donors and businesses. The bottom line business-like approach we applied to incorporating green construction and furnishings in our facilities plan increased their confidence in our management team and in its ability to deliver improved community results in the new facility. Many said they 'expected' a high level of corporate social responsibility principals from public television, and saw the green aspects of the facility as an extension of our corporate values and branding."

Q: What drew Vegas PBS to participate in the Chamber's Green Roots initiative?

A: "The planning and construction process for this facility revolutionized not only the way we will do business in a digital world, where people will watch TV on a cell phone, but it also made our board, management and staff keenly aware of the business and national security imperative to use energy efficiently, and to minimize waste. The Chamber's powerful communication channels with business decision makers creates a forum for the discussion of these issues. Your leadership in establishing the Green Roots initiative allows informed discussion and information exchange on this important issue."

Q: What kind of advice would you offer to other businesses interested in stepping up the "greening" efforts of their business?

A: "It is easier to start from scratch with a new building, as Vegas PBS did, because the ROI is so compelling. For businesses 'rehabbing' an existing facility, I suggest planning annual incremental steps that have short-term efficiency returns; maximizing new tax incentives; and building employee or customer morale. These are appropriate ways to green your business in tough economic times." ■



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Getting your business ready for spring

Spring is upon us in Las Vegas, and with the new season comes an excellent opportunity to prepare your business for warmer weather.

The following are some tips for “springing forward” in your business.

Lighting

If you have changed your internal and external lighting to accommodate shorter, darker days, reset your timers and double check lighting fixtures to make sure they are in working order. This is also a good time to introduce energy-saving lighting fixtures and bulbs, if you have not already done so.

Heating & cooling

It will soon be time to turn off heaters and reintroduce air-conditioning. Have your equipment serviced to ensure it is in proper working order. It is also a good time to clean air ducts and change filters to create a clean, healthy working environment for your employees and customers.

Landscaping

Has your landscaping taken a beating during the winter months? Remove dead plants and trees replacing them with new spring foliage to give your business a fresh, inviting, welcoming look and feel. If you have not yet converted your turf to xeriscape, water-efficient, drought-tolerant landscape, visit the Desert Demonstration Gardens at the Las Vegas Springs Preserve (www.springspreserve.org). You can learn how

to beautify your office surroundings while saving money on your water bill, improving the environment, and possibly even qualifying for cash rebates. Visit the Las Vegas Valley Water District at www.lvwd.com for more information.

Office equipment

Conduct an internal audit of office equipment, from your community printer to the break room coffee maker. Is everything in working order? If not, you could inadvertently be cutting into the efficiency and productivity of your business. Make a list of everything that could use a tune-up. Repair what you can, and if budget permits, replace what cannot be affordably repaired.

Go greener

If you have not already instituted a “green workplace” initiative, spring is a great time to get started:

- Replace old equipment with Energy Star® rated equipment
- Encourage washable cups, plates and silverware in place of disposable products
- Look for “green” office cleaning and office supply products
- Institute or upgrade an in-house recycling program

Visit the Chamber’s Business Directory to find vendors and suppliers to help you “Spring” into action. To learn more about the Chamber’s free Green Roots program or for more tips on greening your office environment visit www.lvchamber.com/programs/green. ■

Thinking about starting your own business? **FREE** Chamber program will show you how

Have you always dreamed of starting your own business? Perhaps you are an expert in your field, ready to strike out on your own; maybe the slow economy has left you feeling anxious about your employment status; or perhaps you know someone who just lost a job, but has a great business sense and a self-starting attitude.

The Las Vegas Chamber of Commerce is partnering with SCORE and the University of Phoenix to offer a series of free programs that will provide tools, information and resources you need to successfully launch your own business. “How to Start a Business” is open to both Chamber members and non-members, and will feature four two-hour sessions in April.

April 8 Session 1: How To’s of Starting Your Business

This session reviews the basic principles of business start-up, from licensing to opening day.

April 15 Session 2: Writing a Business Plan

This session provides expert advice on what to include in your business plan to get noticed and financed in today’s tight credit market.

April 22 Session 3: Marketing Your Business

This session will cover the basics of developing a marketing plan, while helping you evaluate the advertising and marketing strategies you can use to attract customers in an effective, cost-efficient manner.

April 29 Session 4: Funding and Financing

Learn where to go for the financing you need, and how to correctly use the capital once you have it.

These informative educational sessions will be conducted by counselors from SCORE - Counselors to America’s Small Business, and marketing expert Eugene Kaufman from University of Phoenix. Each session will be held at the Chamber. For more information, or to register, call 702.641.5822 or visit www.lvchamber.com and click on the Calendar of Events. ■

Social media can expand business network

Social media is changing the way we all do business, opening up technologically-advanced new opportunities for networking and building business relationships. From LinkedIn and Facebook to Twitter and e-correspondence, the options are endless! But how can

Business Education Series

Date: Tuesday, April 13
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
7:30 - 9:00 a.m. Program
Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300
Speaker: Cheryl Bella
Program: "Using Social Media to Expand your Network"



Cheryl Bella

Sponsored by:



an already busy professional successfully integrate social media into a comprehensive networking strategy without being overwhelmed? Is there a way to use social media to strengthen business relationships while still saving time?

The Chamber's April 13, Business Education Series, "Using Social Media to Expand Your Network," will focus on the business practicalities of social networking. Participants will learn:

- Where social media fits into your networking strategy
- How online networking strengthens in-person relationships
- How to use social media to increase the number of quality people in your network
- How to stay sane while adding yet another communication channel to your outreach efforts

This program features speaker Cheryl Bella, marketing director for Three Square Food Bank. With more than 15 years of public relations and marketing experience, Bella has practiced her craft in three of the most dynamic cities in the country – Los Angeles, San Francisco and Las Vegas. Throughout her career she has been instrumental in positioning her clients through consistent messaging, positive media coverage and effective marketing and PR campaign execution.

Learn how to get the most from your social networks by attending this informative Business Education Series program. Please visit the Member-to-Member Discounts located in the Members Only section of the Chamber's website www.lvchamber.com to view and print group discounts and other special offers. Reserve your seat today by visiting www.lvchamber.com, or calling 702.641.5822. ■

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EQUAL HOUSING LENDER

Home-based with kids: Tips for successfully mixing parenting with professionalism

By Dave Archer, CEO, NCET (Nevada's Center for Entrepreneurship and Technology)

Many home-based businesses are launched because of a parent's desire to spend more time with their children, or with aging parents who require special care. While this can be a positive way to find a rewarding and meaningful work/life balance, it is absolutely vital to everyone's sanity and prosperity that the endeavor be well-planned and executed from day one.



Be realistic

The rules you establish for your children will change over time as they grow, mature and can better understand boundaries. Here is a quick age-appropriate primer:

Newborns and infants: Very young children require you to have great patience and flexibility. The best way to work around these little people's schedules is to be very regimented with your ever-changing windows of available work time. Work when they sleep or are otherwise

occupied and only answer your phone, return calls or meet with clients when you have another responsible adult on hand to care for the child outside of earshot.

Toddlers: Toddlers tend to "get into everything," so a workspace with a closing, locking door is an ideal way to protect your business space.

Pre-schoolers and young children: As children get older, they can more easily grasp concepts such as waiting, being quiet and respecting other people's space. This is a good time to start conditioning them to mom's or dad's "work time" versus "family time." You can also try working in small increments with frequent breaks. Kids can understand setting a kitchen timer and having 10 minutes of playtime for every half hour that mom or dad gets to work.

School-aged kids and teens: While you might think it gets easier to work from home as a child gets older, the reverse is often true. Older kids tend to have more social, school and athletic activities that require you to drive them here and there. Consider scheduling your kids the way you would schedule a client or a project. If you have 3-5 p.m. blocked out every Thursday for baseball practice or dance class, it will become part of your weekly routine.

Some other tips:

- Do not let your work computer, office space or office supplies become family domain. Maintain the home/

work boundaries right from the start. You do not want to be printing out a detailed glossy color report 15 minutes from deadline only to learn your print cartridge has been drained from printing a Jonas Brothers poster.

- Be very specific about what types of interruptions are and are not allowed from your older children when you are working. "The house is on fire" is a valid interruption, whereas, "We are out of chocolate milk" is not.
- Avoid becoming the neighborhood babysitter. Other parents tend to assume that "since you are home" you must be free to watch their little Jonny or Sally, or host every school bake-sale or to car-pool teens to and from the mall. It is vital to your sanity that you nip this kind of misperception in the bud. A simple, "I am sorry, I have to work as well" is all the explanation that is necessary.
- Many work-at-home parents employ the services of a babysitter in their home, where they are free to check on their children whenever they like or spend breaks and lunches with their kids. This can be a good compromise, as long as the sitter has the ability to ensure you are not constantly interrupted "just because you are home."
- Plan for sick days, school breaks and summer vacations just as if you were working at a brick-and-mortar company.
- When you have children, there is a tendency to start thinking that because you are "home," you are with your kids, when in fact, you are really focused on work. Just as you ask your kids to differentiate between home and work, make sure you do this as well. Set specific work hours when possible and make sure when you are with your kids, your focus is on them.

In the next column, we will run a collection of troubleshooting tips based on topics most often asked about by home-based entrepreneurs. ■

NCET, Nevada's Center for Entrepreneurship and Technology, connects Nevadans to the resources they need to start and grow successful businesses. Visit www.NCET.org for more information.

Customer Service Excellence program introduces the “Five Star Award” for exceptional service

The Las Vegas Chamber of Commerce Customer Service Excellence program recently introduced an exciting new program designed to salute superior levels of customer care: the “Five Star Award.”

The Chamber’s Five Star Award recognizes individuals who provide exemplary customer service to the residents and visitors of Southern Nevada. Everyone who is recognized through the Customer Service Excellence program is eligible for this advanced-level recognition, providing their nomination includes or demonstrates a detailed story of the customer service experience (see details below).

The Chamber recently saluted Scott Saling, an employee of Bug Hunter Pest Control, for clearly acting outside of his normal scope of duties. Saling was working in a local neighborhood when he noticed a distraught mother, upset that her son’s bike had been stolen. Saling recalled having just seen a boy on a bike towing a second bike behind him, and went in pursuit. Through Saling’s efforts, the missing bike was quickly returned to its rightful owner. “I couldn’t afford to replace the bike,” explains Karla Mathews, the boy’s mother. “We need more people like Mr. Saling.”

How the Five Star Award Works:

The Las Vegas Chamber of Commerce manages the Customer Service Excellence program in partnership with the Las Vegas Convention and Visitors Authority. Nominations of individuals performing exceptional customer service are accepted throughout the year. Nominees are recognized at a quarterly ceremony and receive a certificate and lapel pin to commemorate the event.

Of those nominees who truly stand out, one Five Star Award winner will be selected by the Customer Service Excellence Committee and notified by the Customer Service Coordinator. The recipient will receive on-stage recognition at a quarterly event. The Five Star Award winner will also receive recognition on the Chamber website, www.lvchamber.com, in the monthly *Business Voice* newsletter and at the annual Customer Service Excellence Luncheon. Each of the four quarterly Five Star Award winners will be eligible for the Customer Service Excellence “Person of the Year” award, where one individual will represent all of Southern Nevada. The selected winner will be announced at the annual Customer Service Excellence Luncheon on Friday, November 5, 2010 at The Orleans Hotel & Casino.

To be eligible for a Five Star Award, an individual’s nomination must include the following:

- A detailed story of the customer service experience
- In-depth information on how the nominee went ABOVE AND BEYOND
- Specific examples of action that indicate the nominee clearly acted outside of his/her scope of work
- An extraordinary story of internal service demonstrating teamwork

For more information on how your company can get involved with Customer Service Excellence, or how you can nominate someone for recognition, contact the Las Vegas Chamber of Commerce at 702.641.5822, or visit www.lvchamber.com, click on “Programs” and choose Customer Service Excellence. ■

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April Chamber Events

7

Business Survival: Counseling Sessions

Complimentary for Chamber members only

When: **Wednesday, April 7**
Time: 11:00 a.m., 1:00 p.m., 2:00 p.m., 3:00 p.m., & 4:00 p.m.
One member per time slot
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating during this slow economy. Complimentary for Chamber members only. Call Member Services to reserve your appointment at 702.641.5822.



8

How to Series: Start Your Own Business

Session One: The How To's of Starting Your Business

When: **Thursday, April 8**
Time: 8:00 - 10:00 a.m.
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Let the Las Vegas Chamber of Commerce and SCORE guide you through the process of starting a new business with a new FREE step-by-step program. The Chamber's Start Your Own Business includes four unique sessions designed to help navigate the complexities of starting a new business. This is a series for you or your friends who are thinking of starting their own business. Register by calling 702.641.5822. Space is limited.



8

Business After Hours

When: **Thursday, April 8**
Time: 5:00 - 7:00 p.m.
Location: **Daddy Mac's**
2920 N. Green Valley Pkwy. Bldg. 6, Henderson,
Details: Please join the Las Vegas Chamber of Commerce and Daddy Mac's for a unique and exciting networking event. You will enjoy a night of music, food and fun while making business contacts and relaxing in the Sinatra themed atmosphere. Complimentary for Chamber members, \$15 for non members. Register by calling 702.641.5822 or register online at www.lvchamber.com.

Hosted by:



13

Business Education Series

Using Social Media to Expand your Network

When: **Tuesday, April 13**
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
7:30 - 9:00 a.m. Program
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Speaker: **Cheryl Bella**
Details: Social media is changing the way we do business. New business relationships can be established and current ones built upon, all online. But how do you integrate social media into your networking strategy without being overwhelmed? \$30 for members with a guaranteed prepaid reservation, \$45 for non members with a guaranteed prepaid reservation, \$50 for all walk-ins. Additional \$5 for week of event. RSVP by calling 702.641.5822 or register online at www.lvchamber.com.

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14

How to Series:

Exporting: How to Get Started

When: **Wednesday, April 14**
Time: 8:00 - 8:15 a.m. Check in, 8:15 - 9:30 a.m. Program
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: **Andrew Edlefsen** will present Exporting - How to Get Started, a workshop that will explain how the exporting process works and help you determine if you're export ready. Is your product or service selling in the U.S.? If so, there is most likely a market for it in another country. If you are not currently selling your product or service overseas, you should consider that, with over 95% of the world's consumers located outside U.S. borders, exporting is one of the best ways to grow your business and develop your product lines. Complimentary for Chamber members, \$20 for non members. Register by calling 702.641.5822.



15

How to Series: Start Your Own Business

Session Two: How to Write a Business Plan.

When: **Thursday, April 15**
Time: 8:00 - 10:00 a.m.
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Let the Las Vegas Chamber of Commerce and SCORE guide you through the process with a new FREE step-by-step program. The Chamber's Start Your Own Business includes four unique sessions designed to help navigate the complexities of starting a new business. In the second session you will receive expert tips on what to include in your business plan to get noticed and financed in today's tight credit market. Register by calling 702.641.5822. Space is limited.



20

Business Survival:

Free Legal Solutions for Small Business

When: **Tuesday, April 20**
Time: Appointment times: 6:00 - 6:50 p.m., 7:00 - 7:50 p.m.
Two members per time slot
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Attorneys from the law firm of Holland & Hart's Las Vegas office will provide legal counseling to Las Vegas Chamber of Commerce members. The firm's lawyers will provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax, among other areas. Complimentary for Chamber members only. Appointment required, call Jeanette Ratcliffe at 586-3843.

Hosted by:



22

How to Series: Start Your Own Business

Session Three: Marketing Your Business

When: **Thursday, April 22**
Time: 8:00 - 10:00 a.m.
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: As any business owner knows, a business that doesn't have any customers is just "a hobby". However, attracting customers is no easy task in today's economy! It is hard to choose the path that will lead to success. Understanding the basics of marketing is mandatory for any successful business person. In this seminar Eugene Kaufman with the University of Phoenix, will get you acquainted with the field of marketing, teach you the basics of consumer behavior, and learn how to use marketing strategy to lead your small business to success. Complimentary for Chamber members. Register by calling 702.641.5822 or register online at www.lvchamber.com.



27

Financial Seminar:

Wealth Creation for Small Business Owners

When: **Tuesday, April 27**
Time: 8:30 - 9:00 a.m. Registration, 9:00 a.m. - Noon Program
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: The Las Vegas Chamber will host a seminar entitled "Wealth Creation for Small Business: "Why to Buy Commercial Real Estate Now". Please join Nevada State Development Corporation and Colliers International to learn more about the many building ownership opportunities available to small businesses in Southern Nevada. In these economic times, it is vital to leverage opportunities to invest in the future of your business. \$50 for Chamber members, \$75 for non members. Register by calling 702.641.5822 or register online at www.lvchamber.com.



14

Chamber Voices Toastmasters

When: **Wednesday, April 14**
Time: 10:30 a.m. Registration & networking
10:45 a.m. - Noon Meeting
Location: **CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Looking for a way to improve your communication and leadership skill in both your personal and professional life? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively to Chamber members. Membership in Toastmasters is just \$45 every six months. There is no charge for guests.

27

How to Series: Growing Your Business Through Exporting

When: Wednesday, April 27
Time: 8:00 - 8:15 a.m. Check in, 8:15 - 9:30 a.m. Program
Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Andrew Edlefsen will present Exporting - How to Get Started, a workshop that will explain how the exporting process works and help you determine if you're export ready. Is your product or service selling in the U.S.? If so, there is most likely a market for it in another country. If you are not currently selling your product or service overseas, you should consider that, with over 95% of the world's consumers located outside U.S. borders, exporting is one of the best ways to grow your business and develop your product lines. Complimentary for Chamber members, \$20 for non members. Register by calling 702.641.5822.



28

Chamber Voices Toastmasters

Thursday, April 28
 See April 14 for time and location details.

28

Membership Power Luncheon Mayor Oscar Goodman

When: Thursday, April 28
Time: 11:30 - 12:00 p.m. Registration
 12:00 - 1:00 p.m. Program
Location: The Four Seasons 3960 Las Vegas Blvd S. Las Vegas, 89119
Speaker: Mayor Oscar Goodman
Details: Join The Las Vegas Chamber of Commerce in welcoming the happiest Mayor on Earth, Oscar Goodman, as he discusses his views of successes and optimism for the present and future of Las Vegas. This always popular luncheon will sell out quickly, please pre-register to secure your seat! \$50 for members, \$65 for non-members, \$70 walk-ins, additional \$5 week of event; RSVP is required. Register by calling 702.641.5822 or online at www.lvchamber.com.

Sponsored by:



29

How to Series: Start Your Own Business

Session Four: Funding and Financing

When: Thursday, April 29
Time: 8:00 - 10:00 a.m.
Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Let the Las Vegas Chamber of Commerce and SCORE guide you through the process with a new FREE step-by-step program. The Chamber's Start Your Own Business includes four unique sessions designed to help navigate the complexities of starting a new business. The fourth session will teach you how to get the financing needed to start and how to use the capital correctly once you have it. Register by calling 702.641.5822. Space is limited.



29

Member To Member Marketing Expo

When: Thursday, April 29
Time: 4:00 - 6:00 p.m.
Location: CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Take advantage of this exceptional opportunity to learn more about how the Chamber works for you. In addition this event is open to members who would like to showcase their products and services to other members via table-top displays. Catering provided by Superior Event Services, Cash bar available. Complimentary by invitation only, \$100 for Table Tops. Only Chamber members can exhibit. Register by calling 702.641.5822 or online at www.lvchamber.com.

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6

VYP Morning Buzz

When: Tuesday, April 6
Time: 7:00 - 9:00 a.m.
 Proforma Element 7

Details: 6525 W. Warm Springs Rd. Ste. 100, Las Vegas 89118
 Are you interested in learning more about Vegas Young Professionals (VYP)? Join members of VYP's Advisory Council and Ambassadors for a small, informal question and answer session. Grab your morning coffee, while learning more about VYP's membership, all of the member benefits, volunteer opportunities, sponsorship and advertising options and more! Plus, meet and greet with fellow young professionals before heading to work.

Sponsored by:



12

Vegas Young Professionals Toastmasters Strip View Speakers

When: Monday, April 12
Time: 5:30 - 6:00 p.m. Check in & networking
 6:00 - 7:00 p.m. Meeting

Location: The Platinum Hotel, 211 E. Flamingo Rd.
Cost: \$60 to join, \$36 every six months

Details: Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you. For more information visit www.vegasymp.com.

Hosted by:



15

VYP April Fusion Mixer

When: Thursday, April 15
Time: 6:00 - 8:00 p.m.
Location: Laser Quest 7361 W. Lake Mead Blvd, Las Vegas, 89128
Details: Join VYP for a fun, high energy mixer at Laser Quest! Flashback to your childhood and make some great connections over pizza and soda. Then, join a group for a teambuilding experience of a lifetime--a game of laser tag! Cost is \$10 for members; \$15 for non-members. RSVP today at www.VegasYP.com.

Hosted by:



Sponsored by:



26

VYP Toastmasters

Monday, April 26
 See April 12 for time and location details

28

VYP Bigwig Lunch Time (BLT)

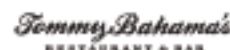
When: Wednesday, April 28
Time: 11:30 a.m. - 12:00 p.m. Check in
 12:00 - 1:00 p.m. Program

Location: Tommy Bahama's 6635 Las Vegas Blvd S., Las Vegas 89119

Speaker: Sherm Frederick

Details: VYP welcomes Sherm Frederick, publisher of the *Las Vegas Review-Journal*. Enjoy an informal and exclusive luncheon for VYP members, complete with networking and opportunities to make great business contacts. RSVP is required; cost is \$35 per VYP member. Registration is on a first come, first serve basis. For more info and to RSVP, visit www.VegasYP.com.

Hosted by:



Sponsored by:





Dave Archer
Chief Executive Officer
Nevada's Center for Entrepreneurship and Technology (NCET)

As CEO of NCET, Dave Archer connects Nevadans to the resources they need to start and grow successful businesses through programs, including the Entrepreneur Expo and the Governor's Cup Collegiate Business Plan Competition. Prior to joining NCET, Archer spent more than 20 years at Viacom, Time-Warner and AOL-Netscape in a wide variety of U.S. and international product and market development roles. Archer serves on the Board of TBAN (the Technology Business Alliance of Nevada) and the University of Southern Nevada's MBS Advisory Board.



Ed Bozarth
Owner
Ed Bozarth #1 Nevada Chevrolet

Ed Bozarth #1 Chevrolet is one of the largest Chevrolet dealerships in Las Vegas. In addition to running the day-to-day operations of the dealership, Ed Bozarth is the President of five Warranty Assurance Companies and is owner of Bozarth Development companies. USA Today and NADA named him the Auto Dealer of the Year. He is a graduate of O.P.M at Harvard Business School and an alumni of H.B.S.



Richard DePaso
Director
Aardvark Video & Media Productions

Richard DePaso opened his first video production studio in 1987 in Pleasantville, NY. Clients included Mobil Oil, IBM, Pepsi, QVC, Oracle, and NY State to name a few. In 2002, he opened Aardvark Video in Las Vegas. DePaso is the president of the Las Vegas Videographers Association, a national speaker at conventions, and recognized as an expert in the video business. He believes in thoroughly understanding client's goals and making the process understandable with a high ROI on their investment.



Suzanne Domoracki
Program Developer
Nevada Drug Card

Suzanne Domoracki has 25 years of progressive sales and marketing experience directing the activities of regional supervisory and multi-market sales personnel. Prior to joining Nevada Drug Card, she held similar supervisory positions in the health and beauty industries and oversaw all sales activity in the Western U.S. for a nationally recognized manufacturer of point-of-care oral fluid drug testing devices. She is involved with several local clubs and organizations.



Grover Ferguson
President and CEO
Mission Industries

Grover Ferguson's career in the linen and uniform rental industry spans nearly 50 years. In 2008 he moved to Las Vegas to join the privately-held Mission Industries as President & CEO. Ferguson's extensive industry experience has garnered him expertise in virtually every capacity ranging from the plant floor to the executive suite. Ferguson has earned a well-deserved reputation for developing highly profitable, high-growth operations through aggressive cash-flow control, as well as for his abilities to identify and nature outstanding human resources.



Debra Kopolow
Western Region Vice President
Pinnacle, American Management Services West, LLC

Debra Kopolow has been with Pinnacle since 1989 and is responsible for the growth and operations in Nevada and Colorado. She has 31 years of property management experience on a broad range of property types, including new construction, class A, B and C buildings, as well as major renovations. Kopolow is a certified property manager through the Institute of Real Estate Management, holds a Nevada real estate license, and majored in Marketing at the Brookhaven Community College in Dallas Texas.



Tony Taeubel
Vice President and General Manager
The Orleans Hotel and Casino

After graduating from Nevada Reno and then UNLV with an MBA, Tony Taeubel spent time working as the COO of Gaming Operations at Pearl River Resort in Philadelphia, MS and Senior VP and GM at Ameristar Casino Council Bluffs, IA. Taeubel returned to Las Vegas in 2004 to serve as the GM of the Stardust Hotel and Casino before joining the Orleans. A former Nevada Gaming Control Board Agent, Taeubel is married with three children.



Jeffrey M. Verdon J.D., LL.M (Taxation)
Of Counsel
Jeffrey M. Verdon Law Group, LLP

Jeffrey Verdon is Of Counsel at Oshins and Associates, LLC, a Las Vegas based trusts, estates, and asset protection law firm that is rated "AV" by Martindale Hubbell and listed in *The Best Lawyers in America*®. Verdon's practice area includes estate and income tax reduction strategies and asset protection strategies for high-net-worth families. Verdon is also managing partner of Jeffrey M. Verdon Law Group, LLP, with offices located in Irvine, CA.



Tom Axtell
General Manager
Vegas PBS

Tom Axtell has worked at broadcast stations in Minneapolis/St. Paul, Fargo/Morehead, Spokane, and Milwaukee. Prior to his career in broadcasting, Axtell served as a College Vice President for Advancement, legislative aid to a state senator, political campaign manager, and swimming coach. Axtell currently serves on several Nevada boards and councils including the Nevada Broadcaster's Association, Nevada Atomic Testing Museum, and United Way of Southern Nevada.



Jeremiah Cox
Owner
ServiceMaster 1st Response

Jeremiah Cox has literally grown up with the ServiceMaster franchise. Cox opened the First Response branch, which specializes in disaster restoration in Las Vegas in January 2003. Cox now owns one of the largest ServiceMaster franchises, which is ranked in the top one percent worldwide. With more than 20 years experience in the industry, Cox has become an expert in the field of disaster restoration.



Douglas (Doug) T. Geinzer
Founder
Recruiting Nevada

Doug Geinzer began Recruiting Nevada in 1993, publishing Nevada's first employment-specific newspaper, to solve Nevada's workforce shortages. Today, he operates the largest network of employment web sites in Nevada. Geinzer is a past board member of Entrepreneur's Organization, Southern Nevada Human Resource Association, and Technology Business Alliance of Nevada. He is the Chairman of Southern Nevada Medical Industry Coalition and was recently appointed to the Governor's Workforce Investment Board for the State of Nevada.



Howard Lefkowitz
President/CEO
Vegas.com

Since joining Vegas.com in 2001, Howard Lefkowitz has transformed the company from a run-of-the-mill, occasionally visited, online magazine-style Web site into the largest city e-commerce travel site in the world. The company also operates LasVegas.com. Together the two sites reach 2.7 million visitors each month. Lefkowitz has created technology tools, infrastructure, staffing, and extensive marketing programs specifically geared toward the Vegas market. Lefkowitz also led the acquisition of Casino Travel & Tours in 2005, expanding Vegas.com retail and concierge locations.



Mark Scott
Managing Partner
Sahara Coins, LLC

Mark Scott has been a respected industry professional for more than 34 years. Scott and his staff of four full-time numismatists provide discreet and attentive service to collectors and investors, ensuring the highest value for their collections and financial portfolios. Scott's goal is to educate each client and patiently guide them to financial strength, growth and sustainability through tangible asset investments.



Jeffrey W. Shaw
Chief Executive Officer
Southwest Gas Corporation

Jeff Shaw joined Southwest in 1988 as director of Internal Audit. He has been promoted several times to positions including Controller and Chief Accounting Officer, VP/Controller and Chief Accounting Officer, VP and Treasurer, Senior VP/Finance and Treasurer, Senior VP/Gas Resources and Pricing in, President in and finally CEO. Shaw serves on the boards of the American Gas Association, the DRI Foundation, the UNLV Foundation and as Chairman of the Western Energy Institute and President of the Las Vegas Area Council of the Boy Scouts of America.



Michael Simmons
General Manager
Telephere

Michael Simmons is responsible for overseeing sales, customer service and the technical support staff in the Las Vegas area. With more than 20 years in the technology industry, Simmons is a Microsoft Certified System Engineer and a Microsoft Certified Trainer. He has specialized in VoIP technology since 2004. Simmons started his career with the FBI and holds a bachelor's degree from George Washington University as well as a master's degree from the Glendale Graduate School of Theology.



Fiorenzo Trunzo
Executive Chef
Dal Toro Ristorante Italiano

Born in Milano Italy, Fiorenzo Trunzo worked with some of the most notorious Italian Chefs before arriving in the United States 12 years ago. Most recently he was instrumental in the success of Il Fornaio Restaurant Corporation, which featured restaurants in the New York - New York, Venetian, and Green Valley Ranch Resort Spa, Hotel & Casino. Trunzo is very proud to have undertaken this unique concept of a restaurant with an exotic car showroom, pushing culinary limits where traditional Italian meets contemporary cuisine.



Josh Whellams
Senior Vice President
P.G.A. Golf Club Coyote Springs

As senior vice president of corporate affairs for Wingfield Nevada Group, including PGA Golf Club Coyote Springs, Josh Whellams oversees golf development and related activities. During construction, Whellams was the owner's representative coordinating design and construction activities with Nicklaus Design and the general contractor. Before joining Wingfield Nevada Group, Whellams worked at the nationally acclaimed Shadow Creek Golf Club in Las Vegas as a golf professional and brings a wealth of golf operations knowledge to his current position.



Thomas White
Senior Vice President/CFO
Las Vegas Athletic Clubs

Las Vegas Athletic Clubs, under present ownership, has been in business in the Las Vegas marketplace for more than 18 years. Presently, the company has six locations in the valley: Central Las Vegas, East Flamingo, West Sahara, Green Valley, Northwest at Rainbow and the 95 and Southwest at Flamingo and the 215. Thomas White has been with the company since 1998. In addition to his Chamber involvement, White is a member of the Las Vegas Executives Association, the American Institute of CPAs and the Nevada Society of CPAs.



Gino Ferraro is pleased to announce the grand opening of its newest restaurant, **Ferraro's Italian Restaurant and Wine Bar** at 4480 Paradise Road in Las Vegas. Call 702.364.5300 or visit: www.ferraroslasvegas.com



SuperPawn rang in the new year by debuting its sister company, the **National Jewelry Liquidation Center**. For over 15 years, the luxury jewelry center has been selling unique, quality jewelry at prices far below other retailers. Call 702.735.4444 or visit: www.superpawn.com.



Extra Space Storage celebrates its Chamber membership and offers extra secure facilities, extra professional staff and extra convenient locations. Call 888.STO-RAGE or visit: www.extraspace.com



AARP representatives Bruce Daly, Maria Dent, Ray Seakan and Sherman Conley cut the ribbon to officially open AARP Nevada's booth at Preview 2010. The organization offers tips on dealing with care giving in the workplace and information on membership. Call 866.389.5652 or visit: www.aarp.org/nv



CynerGreen is a leading manufacturer of safe, stainless steel reusable water bottles, the company creates sustainable programs for the hospitality industry, schools and business by providing complete hydration solutions. Call 702.302.6170 or visit: www.cynergreen.com



Matt Bown, Director of Corporate Relations, and Angela Pacelli, VIP Service Coordinator, celebrated a ribbon cutting for the **Orleans Arena** at Preview 2010. Call 702.691.5107 or visit: www.orleansarena.com



Good Night Pediatrics recently opened its nighttime urgent care center, just for kids, newborns-18 years. Open 5:00 p.m. to 5:00 a.m. every night of the year. Every child is seen by a Pediatrician. Located at 2651 N. Green Valley Pkwy. Ste. 101D, Henderson. Call 702.939.6800 or visit: www.goodnightpeds.com



CenturyLink™ celebrated the opening of a Community Job Resource Center at the company's regional headquarters, providing free Internet access, as well as a printer to print up to ten black-and-white resumes, to people looking for jobs. Call 702.244.7365 or visit: www.centurylink.com



Mirage Resort headliner Terry Fator helped celebrate Las Vegas' entrepreneurial spirit by cutting the ribbon at **Nevada's Center for Entrepreneurship and Technology's Entrepreneur Expo** on February 19. More than 1,000 entrepreneurs and small business owners attended NCET's Expo. Call 702.944.9727 or visit: www.ncet.org



Nevada Institute of Implant Dentistry celebrated its new Chamber membership. Nevada Institute of Implant Dentistry and Travis Perkins DMD is a unique, high-tech office that provides excellence in implant dentistry. Located at 7720 W. Sahara Ave., Ste. 114, Las Vegas. Call 702.367.7899 or visit: www.implantswork.com



Jeri Taylor-Swade, distributor with **SeneGence International**, and team members Cathy Hoolihan, Amber London, Dody Furst, and Michelle Ricciardo celebrated their new Chamber membership. SeneGence International is a home-based beauty and cosmetics business. Call 702.396.8415 or visit: www.liquidmakeup.com



Parkway Clinic is proud to announce the grand opening of its new location at 2110 E. Flamingo Rd., Ste. 313, Las Vegas. Specializing in Physicians monitored weight loss as well as Internal Medicine Primary Care. Call 702.942.3333 or visit: www.parkwayclinic.net



Tuxedo Junction is proud to celebrate 31 years of supplying fine men's formal wear to the Las Vegas community. Covering the valley with two locations; (west) located at 3540 W. Sahara Ave., (east) located at 4130 S. Sandhill. Call 702.873.8830 or visit: www.tuxedojunction-lv.com



Kinetics Noise Control celebrated its new Chamber membership. Kinetics Noise Control is a provider of vibration and acoustical noise control for industrial, HVAC, architectural and interiors markets for all of Nevada. Call 702.263.6501 or visit: www.kineticsnoise.com



Silver Star Event Center celebrates the grand opening of its new banquet facility located at Charleston and Rainbow Blvd. Silver Star Event Center can accommodate 200 guests with dance floor, DJ, buffet, tables, chairs and linens. Call 702.444.9696 or visit: www.silverstareventcenter.com



Davinci Suites celebrated its five year anniversary. Davinci Suites provides professional conference rooms, virtual office and Class A office space for start-ups, home-based and satellite offices of major corporations. Call 702.856.4300 or visit: www.davincisuites.com



Ed Bozarth is proud to announce the grand opening of its Las Vegas location. The Chevrolet dealership is located at 5501 Drexel Road (Ann Rd. & I95) and provides high quality vehicles and world class service. Call 702.967.5500 or visit: www.edbozarth.com



Children's Center for Cancer & Blood Diseases is proud to announce the grand opening of its non-profit clinical facility, specializing in pediatric hematology/oncology and pediatric rheumatology located at 3121 S. Maryland Parkway, Ste. 300. Call 702.732.1493 or visit: www.ChildrensCenterofLasVegas.com

Business Council... *continued page 9*

accomplishments. The Business Council has made several changes to the awards program this year, expanding the timeframe for applications to be submitted, as well as promoting not only external nominations of a company, but self-nominations as well. No one knows a small business like the business owner, and we are excited about hearing success stories from small and often unrecognized companies that are quietly and successfully making their marks. The Small Business Excellence Awards are exclusively sponsored by Nevada State Bank.



As you can see, great efforts are underway to ensure the programs of the Chamber's Business Council are continually evolving to meet the changing needs of you – our members. As a Chamber member myself for many years, I would like to encourage you to take full advantage of the unique and beneficial programs of your Chamber's Business Council. Re-think your approach to everything! Re-invent the things you do and the way you do them... and re-emerge better and stronger than you were. ■

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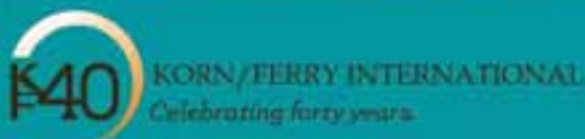
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Bill McBeath

Bellagio
Randy Morton

Circus Circus
Don Thrasher

DirectBuy of Las Vegas
Larry Smith
Kathy Smith
Michael Tarr
Judie Brightmore
Gracie Guardado
Joseph Szano

Excalibur Hotel & Casino
Felix Rappaport

Mandalay Bay
Bill Hornbuckle

MGM Grand
Gamal Aziz

The Mirage
Scott Sibella

Monte Carlo Hotel & Casino
Anton Nikodemus

New York New York
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Dal Toro Ristorante
Fiorenzo Trunzo
Bonnie Gore
Ryan Hamilton
Claudia Girgis

Panacea Services, LLC
Evon Kanagin Bell

Signswest.com
Steve Malloy

Premier Members

Chapman Chrysler Jeep Dodge
Mike Strahan

North American Solutions, Inc.
Damaris Reyes

New Members

AAUSR Vending
Tony Gulian

Acuity Information Systems, LLC
Keith Nunnery

Adelanto 151 LLC
Kathy Paz

Airborne Veterans Services
Kevin Wise

American Comfort Systems NV LLC
James Krahenbuhl

American Door Service of Southern Nevada
Deborah Hazzard

American Polishing & Plating, Inc.
Jamie Fabbie

Artisan Hotel
Connie Garceau

Barbour Well, Inc.
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Barron Document Processing
Steve Hamenka

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John Douglas

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Bortase Plumbing Company, Inc.
Michael Knauff

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Monti Levy
Susan Bush

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Christopher Byrd

Cavaretta Realty, LLC
Gary Cavaretta

Chapman Chrysler Jeep Dodge
Donald Hamrick
Mike Strahan

Christopher Minott, MD

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John Athey

Classic Landscapes
Melissa Mills

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Colonial Life Insurance
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Thomas Shaw

Commercial Executives
Paula Lea

The Consumer Advocacy Group
Kristy Sinsara

Cooler Days
Kelly Domsch

Curtis Family Dental
James Curtis

Curves
Renee Birch

Dairy Queen
Thai Tran

David C. Eisenberg

De Vane International, LLC
Susan Nifilis

Desert Cardiology & Vascular Center
Chandra Narala

Diamond Storage Concepts
Mike Mikich

Elite Dental
Sinh Trinn

Elite VIP, LLC
Colin Christy

Emergency Room Creative
Edward Robledo

Family & Cosmetic Dentistry
Dr. Rex Liu, D.D.S.

Family Auto Body
Alfred Estrada

Foliot Furniture
Daniel Foliot

Gary Franzen Custom Clothing
Gary Franzen

Gilbert's Precision Machine
William Reed

Golden Tigers, LLC
Nancy Massaro

Great American Adventures
Dana Peters

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Kevin Hwang

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Jill Matsuda

Kinetics Noise Control
Bob Eckmann

King Putt Indoor Mini Golf
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Christina Sanford

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Radiance Ray

Mack Financial Solutions, LLC
Bruce Mack

Matt Smith Physical Therapy
Mathew Smith

McGuire Street Partners
Robert Martin

Merryhill School
Nicolette Utsinger

Mohler Investment Company, Inc.
Gary Mohler

Monte Carlo Hotel & Casino
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Mountain View Pediatrics
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Chris Christian

The Prescott Companies
Linda GormanVisalli

Professional Athletes & Associates
Leo Gray

Prudent Consulting Group, LLC
Nils Goldschmidt

Rainbow Pool Construction, Inc.
Don Thurlow

Red Mountain Storage
Georgia Haynes

S.B. BlackJack Consulting
Beth Barancik

SeneGence All Day Cosmetics/LipSense
Dody Furst

SeneGence/LipSense/Lashextend By
Hotlipsh Hoolihan
Cathy Hoolihan

Smooth Transitions of Las Vegas,
Henderson & Southern Nevada, LLC
Stephen Fields

Star Laser Tattoo Removal
Betty Wish

Sunbelt Business Brokers of
Las Vegas, Inc.
Len Krick

Sylvan Learning Center
Frank Grant

T & R Painting & Drywall
Linda Adwere

Tech Choice, LLC
Ryan Markus

Wealth Strategies Group
Gerald Zawisza

West Coast Real Estate Investments, LLC
Alan Hitchcock

White Wing Productions, Inc.
Sue Shu Chun

Young Readers Council
Duke Sims

Your Barber
Sandra Tregoning

Congratulations!

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **April 2010**.

TWENTY+ YEARS

Nitz, Walton & Heaton, Ltd. **(44)**

Friendly Ford **(40)**

Boys & Girls Clubs of
Las Vegas **(30)**

Greater Las Vegas Association
of REALTORS **(29)**

Prestige Travel American
Express, Inc. **(29)**

Workforce CONNECTIONS **(29)**

Trophies of Las Vegas **(24)**

Meadows Mall **(24)**

Snyder Realty-Pat Snyder **(24)**

Russell Financial Services **(23)**

Hamada of Japan **(23)**

Community Action
Against Rape **(22)**

KB Home **(22)**

McCord Group a Division of All
Jobs Executive Search **(20)**

Brown & Brown Insurance of
Nevada, Inc. **(20)**

Clear Channel Radio
Las Vegas **(20)**

Doroshov Insurance, Inc. **(20)**

FIFTEEN YEARS

Center for Children's Surgery

TEN YEARS

Bank of Nevada

Elton's

Employers

Gemini Networks Associates

Ideal Supply Co., Inc.

Maids & More

Michael D. Carothers Insurance
Agency, Inc.

Randles & Associates

Regency Enterprises

Sable Systems International, Inc.

Southwest Real Estate LLC-

Joe Garcia

Tech Art

Themeing Solutions Inc.

Tri-Star Management, Inc.

West Dermatology

FIVE YEARS

Alligator Soup

Anderson Security Agency, LLC -
Lic. #1256

BB&B

Burns Insurance Agency, Inc.

Crispy Critters Pest Control

Ferraro's Restaurant & Wine Bar

GlobeX Logistics, Inc.

Kell's Automotive

La Voce Publishing Co.

LanDesign Consultant

New Dawn Properties, Ltd.

Postnet

Precision Crane & Hoist
Services, Inc.

Regis University

Resolution PI

Stephen M Turman

Insurance Agency

Sun City Summerlin

Community Association, Inc.

Thistle Construction, Inc.

Tom Poole & Associates, Inc.

Vegas Valley Benefit Plans

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Do you want to get the most exposure for your next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members	\$69
Non - Members	\$99

Contact the Public Relations department at 702.641.5822 or email at pr@lvchamber.com

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Coming Events

Fremont Street Experience is hosting March Hoops Central, a month-long hoopfest, through Monday, April 5. All events are free and open to the public. www.vegasexperience.com

Congratulations

Discount Tire celebrated the grand opening of its new Las Vegas store March 11-12. The new facility is located at 3830 Blue Diamond Road on March 11.

Tracey Judkins, a nurse with **Nathan Adelson Hospice**, was recognized as the 2010 National Certified Hospice and Palliative Nurse of the Year by the National Board of Hospice and Palliative Nursing.

Las Vegas Business Press reporter Tony Illia won a Bronze Quill Award from the Las Vegas Chapter of the International Association of Business Communicators for Best Feature Writing, as well as the Judge's Choice Award for Best Overall Writing.

Charles Lopes and Don Ruxer of **Commercial Roofers, Inc.** received the National Roofing Contractor Association's MVP awards at the International Roofing Expo in New Orleans.

MountainView Hospital was recognized as a Primary Stroke Center by the Joint Commission, a leading health care accreditation and certification organization in the United States.

Five attorneys from **McDonald Carano Wilson LLP** have been selected by their peers for recognition in the 2010 Super Lawyers – Corporate Counsel Edition. The lawyers include George F. Ogilvie III, Andrew P. Gordon, James W. Bradshaw, Leigh T. Godard and Pat Lundvall.

Nevada Contractor won a Bronze Quill Award from the Las Vegas

chapter of the International Association of Business Communicators.

Deb Shields, relocation & marketing director for **Windermere Services Nevada** was recently awarded the RELO Certified Coordinator designation by Leading Real Estate Companies of the World.

Dr. Travis Perkins of **Nevada Institute of Implant Dentistry** was named one of America's Top Dentists for Implantology 2009 by the Consumer Research Council of America.

Deborah L. Danielson, owner of wealth management firm **Danielson Financial Group**, was recently named one of the Top 1000 Financial Advisors in America by *Barron's* magazine.

American Door Service of Southern Nevada opened for business, offering automatic and manual pedestrian doors from all manufacturers.

Announcements

Regional Transportation Commission launched both the ACE Gold Line and ACEXpress C-Line, along with the grand opening of the Centennial Hills Transit Center and Park and Ride. With a valid local ID, passengers can try the new service for free through April 3

Burke & Associates, Inc. promoted Travis Schultz and Rick Coblenz to assistant project managers in the company.

Grubb & Ellis I Las Vegas has hired Michael H. Lyons as vice president-Industrial Group, and Benjamin P. Millis as senior associate in its office group.

The University of Phoenix, Las Vegas Campus, promoted Cindy Nino as its alumni and re-entry enrollment manager for its Southwest campus.

Megan Schimick, CPA with **Kafoury, Armstrong & Co.**, has been named a shareholder in the firm.

Datanamics welcomes Melissa Tabari to the company as manager-educational services.

The Penta Building Group appointed Clifton Cole to the position of BIM Manager.

Community Service

NASCAR driver and Las Vegas native Kyle Busch surprised the children at **Boys Town Nevada** on February 26 with a catered dinner and weekend tickets to NASCAR events and races at Las Vegas Motor Speedway. Busch spent more than two hours with the children having dinner and signing autographs.

Projects and Deals

Territory Incorporated announced the addition of Smashburger to the second phase of its Centennial Gateway development. The development is located at US-95 and Ann Road in northwest Las Vegas.

Commercial Executives brokered the leasing of 3,255 square feet of office space. The 60-month lease is valued at more than \$311,000.

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New opportunities... *continued from page 9*

create jobs. When small businesses become real estate owners, they add a much-needed permanence to the Southern Nevada employment sector while contributing to the beauty of our commercial and industrial areas through pride of ownership.

On the morning of April 27 the Las Vegas Chamber of Commerce will host a seminar entitled, "Wealth Creation for Small Business Owners: Why Now is The Time to Buy Commercial Real Estate." Please join Nevada State Development Corp. and Colliers International to learn more about the many building ownership opportunities available to small businesses in Southern Nevada. See calendar of events on page 17 for details on this seminar. ■

Bill Wilson, CCIM, is an Assistant Vice President at Nevada State Development Corp., a non-profit Certified Development Company of the U.S. Small Business Administration. Adam Malan, Vice President, at the Equity Group.

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EXPO 2010... *continued from front page*

The Chamber's annual Business Expo has always been one of the most affordable and effective showcases for members to promote their products and services.

gain the opportunity to generate sales leads, build relationships with future customers, meet and greet current clients, build their brand and increase their product awareness."

Exhibitor and sponsor-friendly features of World Market Center Las Vegas:

- Exhibit area has "intimate, gallery-like feel," featuring low, black ceilings with high-quality track and can lighting
- Central location with easy access from I-15
- Free wireless Internet access for exhibitors and attendees
- 13 loading docks with large freight elevators for easy access to exhibit floor
- A variety of parking options, including valet and covered parking, are available
- High-tech video screens in luxurious lobby to display sponsor logos

Business Expo 2010 is a "must" for your business!

- Expo provides the business owner with a condensed, focused period of time to network with nearly 200 exhibitors and more than 1,700 attendees
- Expo is one of the most popular, well-attended annual trade shows for businesses in Southern Nevada with a proven track record of success
- Expo creates a high-energy opportunity for growing your business at an affordable cost
- Expo provides unparalleled opportunities for networking with other business professionals
- Complimentary tickets are available for exhibitors and sponsors to distribute to clients, customers, colleagues and prospects
- Early Bird registration discount saves members \$100 on a standard booth through April 16

Expo to spotlight "Green" businesses

Chamber members with environmentally-friendly products and services and members who have shown a commitment to sustainable operations can stand out at Expo with a "green" exhibit space. Green booths feature eye-catching green draping and are eligible for a "Best Green Booth" award.

The Las Vegas Chamber of Commerce Business Expo 2010 will be held Wednesday, June 23, from Noon-5:00 p.m. For more information on how you can be part of this high-energy marketplace of opportunity, visit www.lvchamber.com/expo or call 702.641.5822. ■

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2010

**WEDNESDAY,
JUNE 23**

Noon - 5:00 p.m.

**Early Bird Registration
is open until April 16.
Save \$100 on a
standard booth.**

At World Market Center Las Vegas

“

The Chamber's annual Business Expo has always been one of the most affordable and effective showcases for members to promote their products and services.

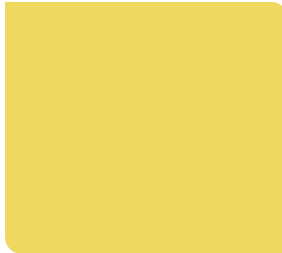
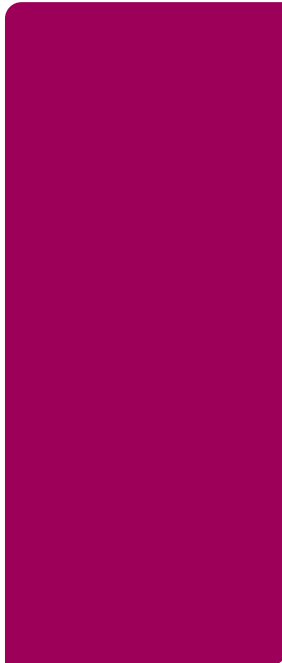
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This year, the Chamber and its volunteer-led Business Council worked diligently to select a venue that would provide an excellent showcase for members to spotlight their products and services.

"The bottom line for Expo this year is about spurring economic recovery for our members," explains Caspar. "Economic experts are telling us that now is the time to invest in your business. If you don't step up and take advantage of opportunities like Expo, your competitors will. We want to ensure our members have access to every tool possible to promote their businesses, and Expo has proven to be one of the most effective vehicles for doing that."

Business Expo is an established, popular event with consistent attendance numbers exceeding more than 1,700. Exhibitors and sponsors will benefit from the exceptional marketing support the Chamber provides to ensure a high turnout. Exhibiting opportunities are open exclusively to Chamber members, yet attendance is open to the entire business community, which gives Chamber members an advantage over their competition.

"Expo is a business sales opportunity available to all Chamber members," explains Las Vegas Business Expo Chairman John Molchon. "Business Council committee members and Chamber staff are working very hard to provide member businesses with the best possible Expo during this economic recovery period. By purchasing an exhibit booth, business owners



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Chamber announces new CEO... *continued from front page*

business and improving the systems which affect job growth and quality of life, including projects that increased growth in the technology industry, enhanced workforce development, increased affordable housing and improved the relationship between business and education.

Prior to his 16-year tenure at the LIA, Crosson enjoyed a diverse and distinctive career. He served as Chief Administrator of the New York State Unified Court System for several years and, before then, Assistant Counsel to the Office of then Governor Mario Cuomo, where he was responsible for legislation and other matters relating to the justice system. Prior to that time, he served in the Office of the Assistant District Attorney in New York County, where he became Deputy Chief of the Frauds Bureau.

In addition to his role with the Long Island Association, Crosson is currently president of the LIA Health Alliance, Inc., a regional health insurance purchasing plan for small businesses, similar to what the Las Vegas Chamber offers its small business members. He also is a director and trustee of public broadcasting station WNET Inc.; the Committee for Modern Courts; the Long Island Housing Partnership; Dowling College; the Long Island High Technology Incubator; the Long Island Works Coalition; and several other not-for-profit corporations.

Crosson currently is a member of the New York State Board of Regents Learning Standards Review Initiative Steering Committee, which is charged with restructuring the state's

K-12 educational standards. He co-chairs the Nassau County Immigration Task Force. He has served as a member of the Governor's Task Force on Workers' Compensation, the Assembly Speaker's Task Force on Health Care, the Lt. Governor's Advisory Council for Educational Excellence, the Suffolk County Blue Ribbon Health Panel, and the State Education Department's Blue Ribbon Panel on School Leadership, among other boards and commissions.

"Matt Crosson will bring a wonderful combination of association management, community leadership and long-term vision to the Chamber, and I believe will skillfully guide the Chamber in serving our members' needs," said McMillan.

In September, Kara Kelley, current president and CEO, announced she would retire in order to pursue new professional opportunities. Upon her announcement, the Chamber's Board appointed a Search Committee consisting of past and present board members, and a member of the business community-at-large. The Board hired international search firm Korn/Ferry to conduct and facilitate a search. Korn/Ferry has extensive experience in top-level executive searches for chambers and member-based organizations.

"I am grateful to the Board of Trustees of the Chamber for giving me this opportunity. And I am excited about leading the Chamber and participating in the economic recovery and future growth of Las Vegas," said Crosson.

Crosson will begin his position on April 26. Kelley has agreed to extend her service until the end of April to ensure a smooth transition. ■

Kara Kelley... *continued from page 3*

for business growth are still strong. We have been continuously recognized – as recently as the August issue of Entrepreneur magazine – as one of the best places to do business. We have an available and capable workforce, and we are investing in renewable energy and infrastructure.

It is time to come together to create a new vision for our economic recovery. Economic diversification is the key to moving forward and re-establishing a robust economy, one that is broader-based and less vulnerable to fluctuations in personal discretionary spending. And the Chamber will be there to help move that vision forward for renewed opportunity.

Las Vegas remains a city of great opportunity and reinvention. And history is on our side. For most of our 100 years, investing in Las Vegas has been a very

smart bet. We continue to be a city of big dreams. Less than 100 years ago, we were a sleepy railroad watering stop that hardly anyone had heard of. Fifty years ago, the Strip was a highway to Los Angeles peppered with one-story western themed casino motels. From desert sand, the dreams of entrepreneurs created an oasis of opportunity. Our imagination, our entrepreneurial spirit and our desire to achieve the American dream will lift us back to prosperity.

Thank you for the opportunities you have given me and the trust you instilled in me during the past 15 years. Serving as your Chamber president and CEO has been an extraordinary experience, and I cherish the friendships and relationships that I have built with you over the years. My very best to each of you for continued success. ■



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The Nevada Contractors Association is the state's largest signatory industry trade group. The nonprofit organization is committed to serving and protecting its members rights. NCA represents the biggest, oldest and prominent contractors in Nevada. We "Build America."

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